



# The Steps

Step 1: Rally Support and Gain Commitment

Step 2: Select Customer Meeting Participants

Step 3: Prepare First Meeting Logistics

Step 4: Hold First Customer Meeting

Part A: Kick Off the First Customer Meeting

Part B: Brainstorm and Prioritize Outcome Goals

Part C: Establish Outcome Measures

Part D: Establish SRO Activities

Step 5: Prepare for the Second Customer Meeting

Step 6: Conduct Second Customer Meeting

Step 7: Collect Baseline Data

Step 8: SRO Implements Activities

Step 9: Collect and Analyze Follow-up Data

Step 10: Convene the Last Customer Meeting of the Year

Step 11: Integrate the Results into Performance Evaluation